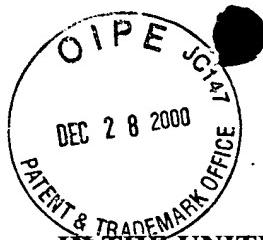


ICUMM.110A



#4/E.O.T  
PATENT 1/19/01

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE RECEIVED

Applicants : Brown, et al. ) Group Art Unit 2764 JAN 09 2000  
Appl. No. : 09/213,138 )  
Filed : December 16, 1998 )  
For : SYSTEM AND METHOD FOR )  
BROWSING AND COMPARING )  
PRODUCTS )  
Examiner : Steven R. Wasylchak )  
I hereby certify that this correspondence and all marked attachments are being deposited with the United States Postal Service as first-class mail in an envelope addressed to: Assistant Commissioner for Patents, Washington, D.C. 20231, on December 22, 2000  
Douglas G. Muehlhauser, Reg. No. 42,018

AMENDMENT

Assistant Commissioner for Patents  
Washington, D.C. 20231

01/03/2001 TGEDAMU1 00000018 09213138

01 FC:202 80.00 OP  
02 FC:215 55.00 OP

Dear Sir:

IN THE CLAIMS

Please add the following Claims:

15. A product browsing system comprising:  
a server computer having a network connection;  
a product database including first data representing a product, including second data representing a competing product, and including third data representing an association between said product and said competing product, said product database residing on a computer readable medium of the server computer; and  
a dynamic page file for generating an electronic store page, said dynamic page file including instructions to use said second data as a query parameter to obtain said first data from said product database, said first data included in said electronic store page, said electronic store page transmitted via said network connection.

16. A method for retrieving information about a product using information about another product, said method comprising:  
a step for storing information on a first set of products;